



WVEC  
613 Woods Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

# Contract # 846011

Schedule Dates 08/05/12-08/09/12  
Advertiser Senate Majority PAC (38811)  
Agency/T-Code Waterfront Strategies (8116)/154583751  
Product Political - Candidate (1077)  
Brand SENATE MAJORITY PAC (171927)  
Salesperson Blair, Cheryl (2205)  
Sales Office TeleRep - Philadelphia  
Buyer Name WOOD, SPENCER  
Phone/Fax (202) 550-6060 /  
CPE 94/100/1538  
Account Types National/Political PAC - Agency  
Billing Type Weekly/Irregular  
Comments SEN MAJ PAC 8/3  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 07/31/12  
Last Modified 07/31/12  
Entered By Penne Marsh  
CO-OP No  
Headline # 06258534  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,560.00  
Net Total \$8,840.00  
Sales Tax

Norfolk (WVEC) (WVEC)  
By Broadcast Month Spots Rate  
Aug. 2012 12 \$10,400.00  
Grand Total: 12 \$10,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	10:58A- 12P (ET)	1	X	X	X	X				1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	UPDATED, THE VIEW	7/31/12
2.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	12P- 12:57P (ET)	1	X	X	X	X				1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	UPDATED, 13 NEWS MIDDAY	7/31/12
3.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	3:58P- 4:58P (ET)	1	X	X	X	X				1	\$515.00	\$515.00	Norfolk (WVEC) (WVEC)	UPDATED, DR. OZ	7/31/12
4.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	6P- 6:30P (ET)	1	X	X	X	X				1	\$1,025.00	\$1,025.00	Norfolk (WVEC) (WVEC)	UPDATED, 13 NEWS AT 6P	7/31/12
5.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	6:58P- 7:28P (ET)	2	X	X	X	X				2	\$1,375.00	\$2,750.00	Norfolk (WVEC) (WVEC)	UPDATED, WHEEL OF FORTUNE	7/31/12
6.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	7A- 9A (ET)	2	X	X	X	X				2	\$850.00	\$1,700.00	Norfolk (WVEC) (WVEC)	UPDATED, GOOD MORNING AMERICA	7/31/12
7.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	7:28P- 7:57P (ET)	2	X	X	X	X				2	\$1,375.00	\$2,750.00	Norfolk (WVEC) (WVEC)	UPDATED, JEOPARDY	7/31/12
8.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	9A- 10A (ET)	1	X	X	X	X				1	\$410.00	\$410.00	Norfolk (WVEC) (WVEC)	UPDATED, LIVE WITH KELLY	7/31/12
9.0	Normal Line / SPOT	08/05/12-08/05/12	4	:30	9:58A- 11A (ET)	1							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	UPDATED, THIS WEEK	7/31/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC</span> <span style="margin-left: 20px;">Norfolk</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/1</span>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

**Total Charges:**    \$ 8,840    Net

This broadcast time will be used by: Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes                      ☐ No

# 846011



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC  
700 13th Street NW

Washington, DC 20005  
202-350-4060

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☐ a committee; 
 ☐ an association; 
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Rebecca Lamb*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12

Date

*Re*

Signature

202-338-8700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

*Penne Marsh*

Signature

☐ Accepted in Part

Penne Marsh

Printed Name

☐ Rejected

NSC

Title